



The Online Master's in Marketing From William & Mary

To apply to the [Online Master's in Marketing program](#) at William & Mary, you must submit or fulfill the following admissions requirements:

- A bachelor's degree** from a regionally accredited university with a GPA of 3.0 or higher (on a 4.0 scale)
- At least two years of professional work experience with [marketing exposure](#)
- A completed online application**, including:
 - Two letters of professional recommendation.** Please select individuals who are able to provide specific and relevant information about your intellectual and quantitative abilities, performance and motivation
 - Completion of a personal essay.** To learn more about essay prompts, please visit the [online application portal](#) or contact your Admissions Advisor
 - Official academic transcripts** (from all institutions attended). We prefer electronic official transcripts, but we also accept hard-copy official transcripts
 - Electronic transcripts must be sent directly from the institution to masononline@wm.edu
 - Hard-copy official transcripts should arrive in a sealed envelope with the signature of the registrar across the seal. **DO NOT OPEN OFFICIAL TRANSCRIPTS.** Hard-copy official transcripts must be sent directly from your academic institution or forwarded in a sealed envelope from you to the following address:

William & Mary
Raymond A. Mason School of Business
Attn: Center for Online Learning
P.O. Box 8795
Williamsburg, VA 23187

NOTE: You can upload unofficial transcripts with your application, which will suffice for the initial admissions decision; if accepted, you must submit official transcripts before the first day of class. In the case of incomplete transcripts, or if you have significant transfer credits, W&M reserves the right to delay passing a decision on your application until official transcripts are received.



- Proof of English language proficiency** for non-U.S. citizens. Applicants must have a TOEFL score of at least 100 if internet-based, 250 if computer-based or 600 if paper-based, or an IELTS score of at least 7. Exemptions may be granted for applicants who have earned a degree from an accredited U.S. institution or lived and worked full time in a predominantly English-speaking country for the past two years
- Application fee** of \$100 or a **fee waiver**. The application fee may be waived for W&M undergraduates and alumni; early applicants (by priority deadline); referred applicants; high-quality applicants (academically or professionally); active duty military or veterans; volunteers who have served in humanitarian organizations such as the U.S. Peace Corps, Teach for America or AmeriCorps; and at the discretion of the Admissions Office. Contact an Admissions Advisor to discuss whether you qualify for a fee waiver
- Personal admission interview**. Qualified applicants who have submitted and completed their application will be invited to schedule a personal admission interview. Interviews can be conducted on campus, via video conference or by telephone